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## ABSTRACT

### Television Commerce Payments

A method, system, and computer readable code for extending payment protocols to include information related to the television context of commercial activity between a consumer using a television (or a set-top box) and a merchant, thereby enabling "TV commerce" to generate additional revenue streams which may include payments to the operator of the television system, as well as to various other parties (such as a cable or satellite provider who is providing the broadcast, the ad agency responsible for creating the advertisement from which the consumer made his purchase, etc.) involved with television advertisements and programs. A number of different payment protocols may be used for these TV commerce transactions, where the protocol messages are then augmented according to the present invention to include TV context data. Upon receiving the funds for a TV commerce purchase, the revenue is allocated and distributed to one or more parties associated with the television program or advertisement the consumer was viewing at the time of his purchase.